

Social Media and Highway Safety Lessons Learned

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Drive Sober or Get Pulled Over National Crackdown



- **Paid Media**

- Wednesday Dec. 12, 2012 – Sunday Dec. 16, 2012 (5 days)
- Thursday Dec. 20, 2012 – Tuesday Dec. 25, 2012 (6 days)
- Friday Dec. 28, 2012 – Monday Dec. 31, 2012 (4 days)

- **Enforcement**

- Friday, Dec. 14, 2012 – Tuesday, Jan. 1, 2013

Drive Sober or Get Pulled Over Campaign Enforcement Tools You Can Use

- Sample template earned media



- Holiday themed enforcement posters and banner ads



- Social norming posts for Facebook and Twitter can be found at:

NEW

- <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Buzzed+Driving+is+Drunk+Driving/Holiday+Season/Social+Media+Ideas>

- Enforcement Facebook posts and Twitter tweets can be found at:

- www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Holiday+Season/Social+Media+Ideas

What's New



- Online Dark of Night Video

Coming
Soon

- Online Consequence Videos



- Drive Sober or Get Pulled Over Website now smartphone-friendly



- December Holiday Paid Media Buy now posted to www.TrafficSafetyMarketing.gov

- Infographics

